\$8,000,000 Involved in Say Delay Is Causing Bloodshed Acquiring Greater Store Space to Meet Demands of an Increasing Business

Whelan, president of the United Cigar teres Company. The United company olds the property commencing with he expiration of the Saks lease in 924, when Saks & Co. will move upown. Their new location is in upper

another city block of prop-is only four years since the bought outright the site of sent store. With the new

Employees Will Number 7,500

Employees Will Number 1. Street division of largest number of display windows any store in the city, with windows on three streets Broadway, 10.12, and the large-search Street and Thirty-third Science, 89.48.

child in every walk of life, with shings for the home of the most lifeent or modest order.

Expanded Into Great Institution perators, into an insti-perators, into an insti-tith the addition of the will represent an an-of business in their va-of approximately \$100, as only been a matter of years since they estab-desarrment.

A. Gimbel, Lee Adam Gimbel and John F. Duggan.
Jules Mastbaum, of Mastbaum Brothers & Fleisher, of Philade phia, acted as broker in bringing the deal to a successful conclusion.

By Saks & Co. American Zionists Urge **Britain Ratify Mandate** 

> and Loss of Innocent Lives in Palestine

N. Y. U. Enrolled 13.322

84.83 Per Cent of Students
American Born
According to figures compiled by the registrar of New York University, 13.

Miss Moore is Idaiene Nobbin, a behalf of serious per contribution of the wall at all the dances. Through a contribute dest per cent of the enrollment. The remaining 8.39 per cent of the enrollment of their oducation or are on the enrollment of their oducation or are naturalized residents of this country.

O'the tweeke schools and colleges of the university the percentage of the university of the seven school, where it is 24.66. The woman's law class is 29.55 per cent American born: the Wall Street division, 92.86; the School of Education, 21.10; the College of Engineering, 20.12; and the College of Arts and Pare Science, 89.48.

Mc Cutcheon's

Fifth Avenue, 34th and 33rd Streets

Pre-Inventory Sale

of Summer Dress Fabrics

W E make the following sweeping price reductions in Summer Dress Fabrics to aid in our pre-inventory clearance. All of these

materials have sold the season long at considerably higher prices.

Imported Swiss Muslins \$1.25 a yard

Our entire stock of Hand-Loom Imported Swiss Muslins, finest

quality manufactured, colored grounds with white or contrasting dots,

This store will close at noon Saturday, July 1st, and will be closed Monday and Tuesday, July 3 and 4.

also small figures, checks and various exclusive designs.

65c a yard

Imported and American Tissues,

yarn dyed and fast colors, in

checks, stripes, broken plaids, etc.

75c a yard

Imported Novelty Voiles in a varied selection of attractive

styles and colorings including

navy and white, black and white,

Dress Fabrics to aid in our pre-inventory clearance. All of these

then congratulations are in order, for Lives in Palestine

PHILADELPHIA, June 25.— Resolutions urging the British government to take immediate steps to bring about the take immediate steps to bring about the final registration of the mandate over Palestine were adopted to day by the Zionist Organization of America in Exemple 19 twenty-fifth annual convention.

Lives in Palestine

"Marche Slav" for the overture and was received with proper enthusiasm. Doris Niles and Thaiia Zanou do the gavotte from "Mignon" in a beautiful setting and Fasa Gray sings "Alice Blue Gown." Gambarelli and Ouman-implanted is Rupert Hughes in the implanted is Rupert Hughes in the law of playing his part on the "Marche Slav" for the overture and was received with proper enthusiasm. Doris Niles and Thaiia Zanou do the gavotte from "Mignon" in a beautiful setting and Fasa Gray sings "Alice Blue Gown." Gambarelli and Ouman-implanted is Rupert Hughes in the law of playing his part on the "Marche Slav" for the overture and was received with proper enthusiasm. Doris Niles and Thaiia Zanou do the gavotte from "Mignon" in a beautiful setting and Fasa Gray sings "Alice Blue Gown." Gambarelli and Ouman-implanted is Rupert Hughes in the law of playing his part on the was received with proper enthusiasm. Doris Niles and Thaiia Zanou do the gavotte from "Mignon" in a beautiful setting and Fasa Gray sings "Alice Blue Gown." Gambarelli and Ouman-implanted is Rupert Hughes in the law of the proper enthusiasm. New Expansion Will Mean
Nearly 7,500 Employees
and Millions in Stocks

Gimbel Brothers have acquired the store building occupied by Saks & Co. on a lease covering a long term of years, it was announced yesterday. The total sum involved is \$5,000,000. They will not take possession of the property until the spring of 1924, but steps will be taken immediately to prepare for the enlargement of their business.

Negotiations had been underway for some time between Issue Gimbel, president of Gimbel Brothers, and George Whelan, president of the United Cigar

Whelan, president of the United Cigar

Zionist Organization of America in twenty-fifth annual convention. It was declared in the resolutions in twenty-fifth annual convention. It was declared in the resolutions of the many forgave him for "Come on Over," which heart soft the "movie" fans that they heart soft he was the heart soft he "movie" fans that they heart soft he "movie" fans that they heart soft he "movie" fans that they heart soft he was the heart soft he "movie" fans that they heart soft he "movie" fans that they heart soft he "movie" fans that they heart soft he was the heart soft he "movie" fans that they heart some on Over, which heart soft he was the heart soft he "movie" fans that they formed heart soft he movie" fans that they formed heart soft he was the heart soft he was the heart soft he movie" fans that they formed heart soft heart soft he was the heart soft he was the heart soft he was the heart s

ization and express the concern which I feel in behalf of their great movement."

N. Y. U. Enrolled 13.322

84.83 Per Cent of Students

N. Y. U. Enrolled 13.422

By the concern which woman, and because we intimated as much in one of our reviews several persons accused us of being spiteful and prejudiced. The story which Mr. Hughes has fashioned into "The Wall Flower" is the old story of Cinderella, and this is an ever popular theme, only Mr. Hughes wasn't content to let it.

any store in the city, with winws on three streets—Broadway,
irty-second Street and Thirty-third
oet. The Saks site has a big group
display windows on Broadway and
Thirty-fourth Street. The number
persons capaleyed in the new enped stores of Gimbel Brothers proby will be in excess of 7,500. In a
tement issued yesterday Isaac Gimsaid;
It is estimated that with the huge
ume of business made possible by
make expansion the operating costs
be so lowered as to establish the
cet possible price level for goods
stablished quality. The amount of
chandiae necessary for the conduct
this great husiness will amount in
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11.10; the College of Arts and Pure
Science, 89.48.

Texas Levee Breaks

Town of Mercedes Unpossible price is by group
to der Water as Safeguards Fall
BROWNSVILLE, Tex., June 25.—The
lawer system protecting the town of
Mercedes from Rio Grande River floods
Mercedes from Rio Grande River floods
Mercedes from Rio Grande River floods
Mercedes from the writer!

Texas Levee Breaks

Texas Levee Breaks

Texas Levee Breaks

Texas Levee Breaks

Town of Mercedes Unpossible price is did to the many and the water as safeguards Fall
BROWNSVILLE, Tex., June 25.—The
lawer as sa

For Summer Wear

One of our "distinctly different"

Scotch Grain Brogues-a real shoe, and the Season's choice. Lasts and

Patterns exclusively our own design.

BOTH SHOPS

WHITEHOUSE & HARDY

BROADWAY 4- 40" STREET 144 BEST 42" STREET

50c a yard

Fine Ginghams - Woven and

Printed Voiles-Irish Dimities,

Novelty Japanese Crepes-Poplins-colored Woven Tissues-

Remnants

Short lengths of practically every

fabric, at even greater reductions.

imported Shirtings, etc.

on the Screen

"The Wall Flower" at the Capitol and "When Satan Sleeps" at the Rivoli

By Harriette Underhill
Some one said that Rush Hughes is Rupert Hughes's son, and if this is true then congratulations are in order, for

BATTEN

Can Word-of-Mouth

Advertising Be Bought?

A princeist told us the other Advertisements that talk as

seller to buyer may strive to

"speak highly" of a product, but

it is the advertisement that talks

as one buyer to another that carries the true word-of-mouth

quality and leaves the impres-

sion of having spoken highly of

Word-of-mouth advertising is

the kind of advertising that comes from a person who has

bought an article and knows

why he bought it, to the person

who should buy it, telling him

It ignores entirely the reasons

why somebody wants to sell it.

It seldom mentions the ambi-

tions, policies, or high moral

standards of the maker. It deals

Strictly speaking, such adver-

tising cannot be bought with

money, but the qualities which

make it effective can be under-

It is for such work as this that

Chicago

McCormick Bldg.

George Batten Company exists.

why he should buy it.

with uses and needs.

stood and employed.

ONCE a month, or more frequently, we issue a publication called Batten's Wedge. Each issue is devoted to a single

editorial on some phase of business. If you are a business

executive and would like to receive copies, write us.

George Batten Company, Inc.

Advertising

381 Fourth Avenue

New York

Moulding favorable public opinion for articles or services that deserve it

the product.

day of a very attractive young

woman who came into his store

and asked for a certain brand of

Unfortunately, the druggist

"Well, I will try that," said the lovely customer. "I never

have used it, but I have read the

advertisements and notice that

they always speak highly of it."

chaser's face for some indication

that she was consciously satirical, but there was no evidence of

anything but genuine sincerity.

due to innocence and naïvete.

Perhaps this remark was not

She "had read the advertise-

ments," which in these days

means that somebody who was

pretty good had written them;

and they "spoke highly" of the

product, which is what we say

when a friend commends a per-

son or thing to our attention.

10 State Street

The merchant scanned the pur-

did not have in stock the brand asked for. He offered another

brand of similar purpose.

toilet article.

## Taken From Train With His Typist, 17

Held at Albany After Father

to Police at Yonkers

Professor Albert Tondra, forty-five years old, of 59 Van Cortlandt Park Avenue, Yonkers, and his seven-teen-year-old stenographer, Rose Bestedes, of 3 Wells Avenue, Yonkers, were taken last night from a New York Central train in Albany and are being to the crossing at Corfu, eleven miles west of to return the dead are George E. Perrin, his wife, Mary A. Perrin, and her mother. Mrs. Anna Burch, all of Batavia. Anna Burch, all of Batavia. Anna Burch, all of Batavia. Anna Burch are trained as truck an automobile on the crossing at Corfu, eleven miles west of to return the dead are George E. Perrin, his wife, Mary A. Perrin, and her mother. Mrs. Anna Burch, all of Batavia. Batavia are George E. Perrin, his wife, Mary A. Perrin, and her mother. Mrs. Anna Burch, all of Batavia. Anna Burch, all of Batavia. Anna Burch, all of Batavia. Batavia are George E. Perrin, died of a broken neck in a bospital two hours after the accident. Anr. Perrin was vice-president of the Batavia are George E. Perrin, died of a broken neck in a bospital two hours after the accident. Anr. Perrin was vice-president of the Batavia are George E. Perrin, died of a broken neck in a bospital two hours after the accident. Anr. Perrin was vice-president of the Batavia are George E. Perrin, George II. Perrin was vice-president of the Batavia are george E. Perrin are george E. Perrin are george II. Perrin was vice-president of the Batavia are george E. Perrin are george E. Perrin are george II. Perrin was vice-president of the perrin are george E. Perrin are george II. Perrin was vice-president of the perrin are george II. Perrin was vice-president of the perrin are george II. Perrin was vice-president of the perrin are george II. Perrin was vice-president

the feature. These will be reviewed Tondra, an orchestra leader and music

The investigation into the departure lies for the child-feeding department morning, when John Beszedes, the States Senator William E. Crow, which feature picture.

The story, of course, has the ever nopular theme—that of the reformed forcek—and Jack Holt is oh, so noble as the minister's son, who became the Parson of Panamint, for this new picture.

Parson of Panamint, for this new picture.

The story, of course, has the ever nopular theme—that of the reformed for the American Relief Administration should had not been home all night. A lowing a change in treatment, is constructed as the minister's son, who became the except one that will be sent from this parson of Panamint, for this new picture.

The story, of course, has the ever nopular theme—that of the reformed for the American Relief Administration should had not been home all night. A lowing a change in treatment, is constructed as the minister's son, who became the except one that will be sent from this upon the police to search for her husband, who had not been home either.

Crow family, who say the serum treatment may have better than temporary the police that the pair time and the pair time and the police that the pair time and th The story, of course, has the every mopular theme—that of the reformed of the American Relief Administration marks the departure of the last cargo as the minister's son, who became the Parson of Panamint, for this new picture is a screen version of Peter R. The A. R. A. has purchased 620,000 to slave the saw and to do with the success of any picture. He is an extreme lay probable person. What we mean is that he can make you believe anything.

The photography, however, was the worst we have seen since the old black worst we have seen since the old black and the departure of the last cargo and the police to search for her husband, who had not been home all night. A short time later Mrs. Tondra called upon the police to search for her husband, who had not been home all night. A short time later Mrs. Tondra called upon the police to search for her husband, who had not been home either. It was then learned that the pair had boarded a northbound train together on their way to Niagara Falls. Of this amount, 550,000 tons the providence of the last cargo are provident time later Mrs. Tondra called upon the police to search for her husband, who had not been home either. It was then learned that the pair had boarded a northbound train together on their way to Niagara Falls. Of this amount, 550,000 tons the police to search for her husband, who had not been home all night. A short time later Mrs. Tondra called upon the police to search for her husband, who had not been home either. It was then learned that the pair had boarded a northbound train together on their way to Niagara Falls. Of this amount, 550,000 tons the pair had boarded a northbound train together on their way to Niagara Falls.

Pupils' Health Is Main Theme For Education Bureau Meeting

Health Organization of America at Lake Mohonk this week.

Dr. C. E. A. Winslow, professo of work. public health of the Yale University School of Medicine, is chairman of th Finley, Dr. Mary Swartz Rose, Dr. Albert Seils, Dr. Willard S. Small, Dr. Ray R. Wilbur and William Wirt. The

Many Quakes in New Zealand AUCKLAND, New Zealand, June 25 earth shocks were felt in the Taupo district within an hour after midnight

Music Professor, 45, Four in Automobile Killed at Crossing

G. E. Perrin, Wife, Son and Mother-in-Law, All of Ba.

of Girl and Orchestra sons were killed when westbound train Leader's Wife Complain road struck an automobile on the

Bank of Batavia, a member of the Board of Education, a member of the Rotary Club and other local organiza-tions. He was for several year cashier of the Bank of Genesse, of thi-city, and was Postmaster under the Administration of President Taft.

Crow's Condition Improves Serum Treatment Promises to Prolong Senator's Life

UNIONTOWN, Pa., June 25 .- The of the couple was begun yesterday improvement in the condition of United tinuing, according to members of the Crow family, who say the serum treat-ment may have better than temporary

results.

While they do not expect a permanent cure, the results of the last few days have caused them to believe that the Senator's life may be prolonged for a considerable period, whereas be fore the serum treatments were given his death was expected almost daily.

Secretary and Mrs. Hughes

At Memorial to Daughter PLATTSBURG, N. Y., June 25. Sec-etary of State Charles E. Hughes and Health Education and the Preparation Mrs. Hughes and of Teachers called by the United States to-day of the Helen Hughes Memorial Bureau of Education and the Child Chapel, on the Silver Bay Conference grounds, erected in memory of their daughter who before her death was prominent in Silver Bay Conference

Benefit for Russian Children

A benefit performance of Andreyev's "Savva," was presented last night at the Earl Carroll Theater by the American Committee for the Relief of Russian Children. The actors were members of the Beachwood Players from Frank A. Vanderlip's theater in Scarborough, N. Y.

Harding Party Extends Visit To the McLeans Until Monday

WASHINGTON, June 25,-Preside lisher of "The Washington Post," Leesburgh, Va., decided to extend their visit to Monday morning, the Wait, House was advised to-night.



The Crowning Folly of the Great War's After. math

A hody-blow to all the arguments he Prohibitionists, both from the Coe stitutional and religious standpoints

18th Amendment-How Put Over and How to Repeal

By Frederic Lyman Cobb. Paper over. Price 25 cents. Write for special discounts to Lodges, Labor Unions, Clubs, Associations, Newsdealers, Sta-tioners, Booksellers and Cigar Stores

Peter G. Boyle, Publisher. 267-275 W. 17th St., N. Y. City.

America's Foremost Theatres and Hits, Direction of Lee and J. J. Sha Winter Garden ONLY MAT. THURS.

LAST 7 TIMES EDDIE CANTOR MAKE IT SMAPPY HAN HALPERIN

Ambassador Man West Chr. 8752 Pres se. ASTOR The Chr. 4 Brest Pres 538 BLOSSOM TIME RAMBEAU The GOLDFISH

MATIONAL ANARY Hart St., W. of B'var Bry. 1564. Ers. 6:36. Mats. Wed. & Sat.

TH MONTH-BIJOU WE TO THE DOVER ROAD CHERRY

from Morn

ALEXANDER CARR in

"PARTNERS AGAIN."

FULTON

BELMONT WAS There & Sat 2 30 TIMES SQ. W. 124 S. See 2 30 Married Black To Married Box Then Ha

LAWFUL LARCENY LAST 8 TIMES

Plymouth W. 13th St. Evgs.





PIALTO JOHN BARBYMORE

JOHN BARRYHOR

MAPITOL "The Wall Flower"

Terplechase

TEA ROOMS



SCOTCH TEA ROOM 21 E.

As a vacation companion-The Tribune!

GOOD MORNING BEARI BELASCO LENORE ULRICAS KIM

SHUFFLE ALONG CRITERION B'way

Just tell your newsdealer you want to see The Tribune every day when you're away this summer—or phone Beekman 3000 and give your vacation address to The Tribune's circulation department.

ALICE LAKE in "HATE." HARRY HINES AND OTHERS.

VIOLA DANA in "The \$5 BAB



